

The Standard EchoECHO BLDG.
Thirty-Six Years of Publication.

Chas. G. Moreau, Editor and Publisher.

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Intelligence is a good thing, when it isn't overripe.

The amazing thing about good English is that it is
so often bad.One thing in favor of fall: the ladies don't buy
spring hats.It is remarkable how many poor looks some people
remember.Any confidence man can tell you who put the "lie"
in believe.Once in a while a man's dream becomes his wife,
and he wakes up.One thing about the oceanic flights is that you learn
a lot of new names.Our own wisdom: The last word is simply the last
word; there isn't any more.Our idea of owing money was summed up by Gen.
Sherman some decades ago.The high cost of living is a bargain sale compared
to the high cost of being cured.The average man who builds his house has very little
money left for the upkeep.You can't get friendship or neighborly assistance
through any mail order catalog.It looks like Bobby Jones will soon succeed old man
par as the standard of golf perfection.Correct this sentence: "Advertising doesn't pay
me, but I like to help the home newspaper."Anybody can sign his name to a check but it takes
something in the bank to make them go through.America has about reached the stage where parents
have a hard time to lose the respect of their children.Most of the denunciation of prohibition comes from
gentlemen who swear they can get all the liquor they
want.There are some people who think a man should get
the Distinguished Service Medal for reading any scientific book.Just to prove that there is law and order in this
country, it takes a \$3,000,000 gate nowadays to stage
a big fight.Most any school child in Bay St. Louis knows one
pupil who is going to be at the top of the class this
year.When the next peddler knocks at your door just
recollect that he is not helping to maintain the Bay
St. Louis payroll.The crop of damage suits continue to flourish. Hardly
an automobile accident has not as its sequel such suit,
and too frequently is the suit filed by the other fellow.
The practice should be discouraged.With the death of Wayne B. Wheeler, prohibition
leader, the cause loses one who has done more for its
espousal than any other one man, and friend and foe
admit the niche left vacant by his death will be hard
to fill.The world's fastest traveling, between this country
and Belgrade was made last week when the Pride of
Detroit completed the journey in four days. The next
question is, why should anybody want to get to Belgrade
in a hurry.**KING'S DAUGHTERS MEETING.**The meeting called for next Monday afternoon at
the Hotel Weston parlors of the local King's Daughters,
3 o'clock, should receive the attention of all members
and others who might be interested in the subject. There
is no nobler and more uplifting cause than that represented
by the King's Sons and Daughters, and with the
ultimate aim in view for Bay St. Louis—that of building
and maintaining a hospital—the cause is self-appealing.Monday's meeting, we feel sure, will be well at-
tended. This is your notice to attend. None other than
that through the press is given. Will you be there?**SIZE DOES NOT AFFECT BRAINS.**The big brawny man has it over the little fellows
when it comes to physical powers, but the retort of the
under-sized has been "brains count."Now comes Dr. William A. Sheldon, of Chicago, and
series of tests ranging over a period of two years, and
punctuates this defense by publishing the results of a
taking into its scope students of the university."We did not find it possible," says he, "to gauge a
man's intelligence by his body measurements." Truth
to tell, the big, handsome football player is apt to have
as much sense as the little thin man of the "brainy"
type.**SMALLER DOLLAR BILLS.**New dollar bills in the smaller size will be ready
for distribution to the American people early next year,
according to an announcement at the Treasury Department.This currency will be exactly one-third smaller than
the size of the present bills, and the decreased size is
expected to save the Government many thousands of
dollars in printing and furnishing this means of circu-
lation.There are many bills in circulation which have an
average life of about eight months, and which require
replacement regularly. By reducing the cost of circu-
lation, the Government will save many thousands of
dollars, and it is expected to be distributed shortly after the
new bills are issued.**SATURDAY'S FIRE.**

Since experience is the best teacher, and none will deny this, there are many lessons we might learn from the fire which threatened to destroy one of the principal business and a deep back residential section, to say nothing of the loss sustained, totalling anywhere from \$75,000 to \$100,000. These figures based on cost to replace anew the property, stock and equipment destroyed.

First, it will not be denied frame structures anywhere, to say nothing of a congested business district, are a menace. Each frame building represents just so much tinder put together along side of the owner's property who has had foresight and courage to build of inflammable material.

Second, since every well regulated and progressive city and town has its fire districts so should the zoning system be applied to Bay St. Louis. It appears criminal to allow the construction of buildings representing so much kindling along side of better buildings conforming with fire zoning regulations. It is surprising such ordinance has not already been drafted and passed.

Third, the fire fighting was ample and every man worked valiantly but there seemed to be a lack of organized head, and while the adequacy of the water system was tested and proved efficient, there was a lack of hose and other equipment. In this connection we wish to commend the action of the Board of Mayor and Aldermen is providing a levy of two mills, without increasing the total tax levy, for fire protection. This move is timely and evidences intelligent and timely thinking. There is too much at stake to allow even one fire uncontrolled.

A fire zoning system is imperative. The Sea Coast Echo has advocated this after every one of the many fires we have had in the past twenty-five or more years. But the courage to do so seemingly has lacked.

Today it is not only better but more economical to build of inflammable material. Insurance not only cheaper, but protection, the thing better than insurance, is assured.

If the construction of frame buildings in the business section is to be permitted, it will prove very disconcerting and discouraging to the man who would rather build the right way—of brick and cement. Just as better building will encourage others to do so, so will hazardous type of construction discourage.

The fire zoning system is going to come sooner or later, that is if the town is going to grow permanently, then why not now? Good business and investors with money, men who build the town, will demand it.

Scientists say they can make synthetic rubber as well as gasoline.

It is predicted that the cost of rubber delivered in this country will drop from twenty-five cents to less than one cent a pound.

It is pretty well established that leaving your children a lot of money does them no good. More wrecks have been caused, more lives ruined and more characters undermined by having things made too easy for children, by giving them too many unearned advantages than by anything else.

It may be safely concluded that if any man has a grudge against his children and wants them to be failures the surest way is to leave them a lot of money.

Thinking people know that other things, such as character and the like, count more than money.

Just how to leave our dear ones what they require is rather difficult.

In the first place, we ought to do what we can to bequeath to them an orderly and law-abiding society, a state in which the laws are respected and obeyed. People, therefore, that countenance bootlegging and other illicit acts which happen to be popular, are working for a state of society which will be inimicable to the coming generation.

The second thing is character. It is our duty to our children to give them a good biological inheritance.

This we can do by living clean lives, ourselves and, in the final analysis, most of the good we do other people depends on how well we take care of ourselves.

If the children are healthy and strong and normal physically the next thing they need is moral character.

Unfortunately, this is a more difficult thing to come at. Out of many a family with the highest ideals and the most blameless practices can come a descendant who is absolutely lacking in moral stamina. About all we can do is to give as good an example as possible and good teaching. The result is in the lap of the gods. We can't help it and we are not to blame if the young scion turns out crooked. It is lamentable, but it is inevitable.

Another thing we can leave our children is friendship and association with the right kind of people ourselves.

The best that can be done, in a nutshell, is to know our children, be companions with them and influence them by our own character as much as possible.

To All Our Fishermen.

Through the kindness of Mr. Emilio

Cue, we have obtained the permission to blast a right cut over his land to

connect Jordan River with North Bay.

To have this long drain-out job com-

pleted at an early date, we ask all

shrimping and hunting lovers to please

be ready with their donations when

Mr. Lich calls with the petition to

collect. Mr. Lich has been kind

enough to offer his service to the do-

ing.

Don't prize fight promoters realize

that radio broadcasting will stop their

prize fighting eventually? Clergymen

here and there will be aroused as they

listen to the interesting fight news

coming in over the radio, and then

there will be trouble. Many clergymen

fortunately, are interested in

and handsomely gotten up literature, carrying a wealth

of information, all authoritative, is disseminated far

and wide, and, already we are told, several families

have arrived and others purchased with a view of locat-

ing in the land where two crops may be grown every

season and where the rigors and horrors of winter are

unknown.

This means such activity will redound to the lasting

benefit of Hancock county. Bringing new blood and

new methods; adding to productive possibilities and not

only the taxable but the natural wealth of the county.

The Hines people have inaugurated a great work for

this section, which in time, will remove the pall-like at-

mosphere which hangs over immeasurable areas of cut-

over pine; making land blossom like the proverbial rose

where only one blade of grass now grows, and populate

the country with a kind who wish to number with the

better and more substantial citizenry.

This has been frequently demonstrated in meetings

of organized business or other interests along frater-

nal, benevolent and social lines. The speaker who first

allows the other fellow's smoke blow away, will find his

opinion and his motion will carry more weight if he will

only allow the others to spend themselves.

The secret of this gentlemanly tactic, we believe

lies in the fact of not only that reserve brings forth re-

spect and demands regard, but one can well take his

cue from what others have said, sum up the situation,

separate the chaff and proceed with the best thought.

The last say generally carries, it has been observed, and

if notable fellows will take heed and the hint to the

wise, their say might carry more than ordinarily. Try

it. Our retired merchant prince is right.

Subscribers of this epistle of intelligence and in-

formation can assist in the future propagation of the

foregoing by forwarding the cash

to the Standard Echo, who always gives the local

newspaper a goodly amount of space in the columns.

The Standard Echo, who always gives the local

newspaper a goodly amount of space in the columns.

THE SEA COAST ECHO, FRIDAY, SEPTEMBER 9, 1927

Day By Day in Mississippi

By Helen Goodwin Yerger

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Sea Coast Echo Jackson Hdqrs., Room 101, Lamar Life Ins. Bldg., Jackson, Miss., Sept. 7, 1927.

Announcement was made this week of the appointment of Hon. A. G. Anderson, editor of the Ripley Sentinel, as commander of the Mississippi Division of Sons of Confederate Veterans, the appointment coming from Atlanta. Mr. Anderson, who made the race for governor in the first primary last month with credit and distinction, is a worthy son of a gallant Confederate soldier and has always taken a keen interest in perpetuation of the memory of the tradition and achievements of the Old South while devoting much time and effort to the development of the New, and this recognition of his services is greeted with approval throughout the state.

Miss Susie V. Powell, president of the State Federation of Women's Clubs, gave out this week details of the "Better Homes Congress" to be held Oct. 17-19, inclusive, in the Woman's building on the state fair grounds during fair week, under the supervision of Mrs. Sidney Johnston, of Vicksburg, chairman of the Home Department of the Federation. Fair exhibits will furnish "text" and "laboratory" for the programs that will be given from 2 to 3 o'clock each of the three days of the congress, the topics for discussion being "Building and Equipment of the Modern Home," "Health Problems of the Modern Home," and "Fine Arts in the Fine Art of Living."

The annual meeting of the Mississippi Press Association, postponed from June because of the flood, will be held on the 21st, 22nd and 23rd of this month, and at Clarksdale, as originally planned. Gerald Fitzgerald, attorney of that city, will deliver the address of welcome, and among the diversions planned for the "typewriter-tappers" of the state are an informal reception at the Elks club to give the citizens of the hostess city opportunity of meeting the visiting newspaper folks, a dinner at the Alcazar hotel by the Clarksdale Cham-

WORK AND PLAY AT S. J. A.



A Rare Bird

Bright and early Wednesday morning animated groups of girls gathered here and there on the campus of S. J. A. — "Hello everybody!" — "Hey there! D'you have a good time?" — "I'm so thrilled!" — "Why didn't you answer my letter?" So with many laughs and hugs did everybody meet everybody else and declare how happy she was to be back at old S. J. A. once more.

Many, too, were the introductions which had to be made for both the high school and grammar grade departments have been increased by several new pupils.

Having played all summer the girls seemed most anxious to give the first part of the old adage, "Work while you work, play while you play," a square deal. With courses to be selected, class programs to be arranged and books to be bought the first school day passed all too quickly.

There is a general determination evident everywhere to stop at nothing short of the best and to make 1927-1928 a most successful year. That, of course, remains to be proven still one is convinced that such is really the aim of every girl at S. J. A. from the tiny tots to the distinguished class of '28 alias Lois Hobbs.

According to the many plans that were hinted at even this first school day we hope this year will prove as interesting as it promises to be. One already hears talk of "the team," "the Dramatic club," "the Literary club" and other activities which are in the near future to become realities.

KNEW HIS CAPACITY.

Mrs. Casey — "Oh, Mrs. Murphy, your husband has been run in for intoxication. Run down and bail him out."

Mrs. Murphy — "Sure now, if my old man's drunk, you couldn't pump him out."

Robert A. Lambert of the National Zoological Park, Washington, D. C., with the famous bison first to ever be successfully raised in the U. S. B. France for raising this one — a two others since — now at Washington.

Miss Agatha Kane, of Davenport, Ia., refused to leave her burning home until after her two pet dogs had been rescued.

There is only one doctor to every 700,000 inhabitants in China.

INTERESTING READING!

You'd be surprised to know the number of people who consider classified advertising in The Sea Coast Echo good reading. It is the clearing house of business in Hancock County.

If you have something to sell; want something; need help; are looking for a position; in search of home; want to buy an automobile, or sell a mouse trap — use and read The Echo Classified columns.

A three line classified ad costs only 30 cents — and nothing to read them — so use this medium EVERY WEEK.

Phone 3-J.

THE SEA COAST ECHO

MRS. COOLIDGE CAUSES GENTLE SOCIETY JOLT AT COUNTRY FUNCTION

First Lady of Land Flouts Official Admonition and Sets Tongues to Wagging as One Matron Faints With Excitement.

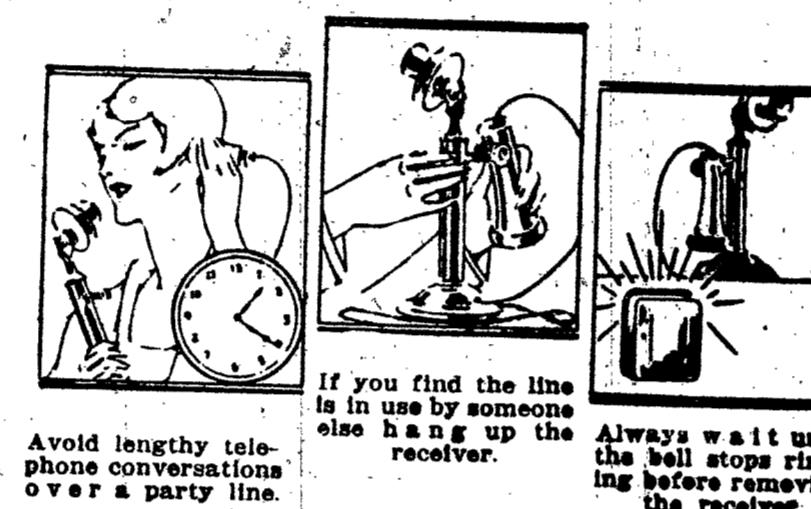
Rapid City, S. D., Sept. 6 (AP) — In spite of an official admonition that Mrs. Coolidge could not participate in Black Hills social affairs, the Rapid City Fortnightly Club, "put one over" on the rest of the city's sewing circles today and entertained at a tea for Mrs. Coolidge.

While the several hundred women who were invited buzzed with excitement when Mrs. Coolidge came into the country club lounge in a tan patterned flowered gown, brown straw hat and jade earrings, one woman, Mrs. M. W. Pangburn, fainted, and when she was revived exclaimed that the "prospect of meeting the wife of a president" had caused her to lose consciousness.

Seventeen young girls stretched smilax from Mrs. Coolidge's automobile to the club porch, where those fortunate enough to receive invitations awaited expectantly. Gracious She enjoyed a program of music, particularly the singing of the Indian love call by a Rapid City matron and chatted gaily with her hostesses as refreshments were served.

This office and that of postmaster are the gift of the legislature. The records show that incumbents of the former office have generally had long tenures of office. Formerly the post was held by men who were "keepers of the Capitol" as well as librarians. The first woman to hold the position was Mrs. Mary Morancy, who was not elected directly, but through the intermediation of a man who stood for her before successive legislatures from 1878 to 1892, when Miss Rosa Tucker was chosen, also by proxy. Mrs. Helen Drane Bell was the first woman chosen in her own name. She succeeded Miss Tucker in 1896 and served until 1900 when Miss Matie Plunkett was elected and served four terms. She was succeeded by Mrs. Marshall, the present librarian and candidate for re-election.

How to Get the Best party-line Service



To those who are subscribers to a party line telephone it must be evident that the quality of service they get is largely a matter of cooperation upon the part of the users themselves.

For instance, subscribers should be considerate of the length of time they use the line so that other parties may derive their share of its use.

Then, too, when a party line is found to be in use, the receiver should be replaced on the hook immediately; otherwise the conversation will be interfered with.

If the receiver on a party line telephone is lifted while the bell is still ringing, it causes other bells on the line to ring, too.

The observance of the Golden Rule among party line subscribers is certain to result in good service and friendliness.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY (Incorporated)

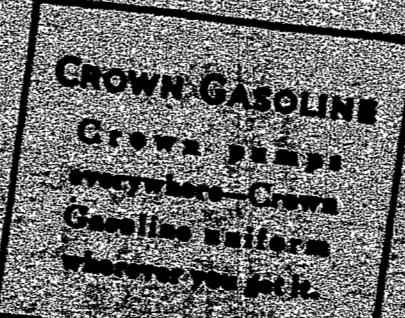
Some drivers claim they never take chances — yet they often purchase motor oil without knowing its name



If you stop to think how much depends on correct lubrication — mileage, freedom from repairs, resale value, even personal safety — you will always insist upon "Standard" Motor Oil. All of the best qualities are united in this motor oil.

STANDARD OIL COMPANY
INCORPORATED IN KENTUCKY

"STANDARD" MOTOR OIL



1927 AUTOMOBILE ROAD MAP OF U. S. A.
From Coast to Coast, from Canada to Mexico
Detailed Maps of 48 States, 1,000 Cities and Towns
Detailed Maps of 48 States, 1,000 Cities and Towns

FROM CANAL STREET TO BROADWAY ALONG MISS. COAST HISTORIC ROUTE

Orleanians and Gulf Coast Residents to "Log" Airline Highway — To Start September 17 — Parallels Survey

By Friend of Jefferson.

On September 17th Orleanians and Mississippi Gulf Coast residents, says a writer in the New Orleans Times-Picayune, will depart from New Orleans to New York, a route materially shorter, it is pointed out, than the present accepted course. The Colonial highway will touch Mobile, Selma, Montgomery, Atlanta, Charlotte, Danville, Richmond and Washington, continuing on into New York through Baltimore and Philadelphia.

The new route is the shortest between the two cities over highways already improved — 1,535 miles from Canal street to Broadway. Now it develops that one hundred and twenty-three years ago a similar north-and-south route was surveyed under the direction of President Jefferson, and it is interesting to note that the new route between the two cities decided upon by highway enthusiasts of 1927 at no point runs more than a mile or so from the route laid out in 1804.

Buried somewhere in the archives in Washington is the original of a letter from Isaac Briggs, civil engineer to President Jefferson, in which he addresses President Jefferson as "My Dear Friend" and tells of surveying the route for a highway from Washington into New Orleans.

Briggs apologizes to the president for the survey costing \$300 for "myself and companion."

Agitation for a new route between New Orleans and New York started a train of thought in the brain of A. B. Davis, of New Orleans, a collector of sorts, and from his files he excavated the copy of Briggs' letter to President Jefferson.

"Although still in a state of consciousness and but just able to attend to business a few minutes at a time," wrote Briggs on December 22, 1804, "I am fortunate enough to have finished a map of my route from the city of Washington to this place (New Orleans). I send it in a tin case by the same mail with this letter. Several weeks ago I wanted but the labor of a few hours of health to complete it. Having written to them on the 28th of last month, immediately on my arrival here, promising to send my report and map by the next mail, I applied myself with assiduity to the work. But early in the progress of it I experienced an attack of sickness perhaps the most severe in the course of my life — I was brought to the verge of death. My anxiety to finish my report in season induced me to apply to it at intervals during my sickness, which was probably prolonged and rendered worse by that exertion."

Mr. Briggs devotes considerable space to explaining why so few places are shown in his map and offers some idea of the problems of a surveyor in that day. He says:

Card of Thanks.

Through the columns of The Sea Coast Echo I wish to thank one and all in Hancock county who in anyway contributed to the success of my recent election, to be your sheriff and tax-collector.

I am well aware of the fact that if it had not been for the good will and efforts of those who were with me I could not have succeeded. This assistance came from the ladies and gentlemen of every section of Hancock. It was not only bunched but came from the citizens generally.

I have no enemies, as far as I am concerned. I do not think that way. I am friendly to one and all and it will be my aim when in office to be the same dutiful and courteous official to one and all alike, not only officially will I feel that way, but individually and personally as well.

This is the depth of my gratitude and I wish to live to serve — and all alike.

Very truly yours,
JOSEPH C. JONES.

September 7, 1927.

To Our Many Friends.

To our many friends who came to our assistance at the time of the fire last Saturday we wish to extend our sincere thanks and to assure you we more than appreciate the wonderful help you gave us. Again many thanks.

A. & G. THEATER.

Card of Thanks.

We wish to extend our heart-felt gratitude to all those who assisted us during the illness and death of our sister and beloved mother, either spiritually, physically or materially. We owe a debt of gratitude to the Rev. Father A. J. Giesch and his Sisters and to Mother Claire and the Sisters of St. Joseph, who constantly gave prayers and comfort in the hour of our trials; also to our neighbors and friends who were constantly with us. We feel a deep debt of gratitude is due.

Mike Dougherty,
Geo. Dougherty,
James Marti,
Mrs. Walter P. Martin,
Mrs. C. B. Rishon,
Bay St. Louis, Miss., Sept. 8, 1927.

Card of Thanks.

Realizing that if it were not for the kindly and persistent assistance of those who came to our rescue Saturday morning on the occasion of the fire, we would have suffered a loss not easily to estimate.

To those who came to our assistance and who helped in any shape, form or manner to save our building and business from destruction, we wish to record our thanks and gratitude. It is satisfying in the extreme to know that one lives in a community and in the midst of a people who show their calling as those are already and efficiently served in Saturday — voluntarily and without price.

Gracefully,
EDWARDS BROS.

September 8, 1927.

FAST WORKER

Doctor (holding stethoscope to recruits chest) "Say ninety-nine three times."

Recruit — "Two hundred and nine-seventeen."

TRUTH AT LEAST.

Ambitious Mother — "So young Smithkins called on you last night. I hope you didn't treat him too disappointingly."

Blushing Daughter — "Indeed I did; in fact, I was very much drawn to him."

A Rich Costume for Town Wear

A black and white illustration of a woman in a very elaborate and ornate costume, standing next to a chair.

How would you like to look dashing, trim and just a bit Russian this fall and winter? You never know what fascinating things may happen when you wear a smart coat like this. The slight flare below the hips is decidedly new, and the small high fur collar continuing in a long band of fur down the front has an alluring hand to whirled. The collar may, of course, be worn open. A large black, deep pointed fur cuffs and fur trimming at the pocket further increase the richness and individuality of this costume. Hat, bag, shoes and buckle match one another in color and harmonize with the coat material. (Copyright, 1927, by Edwards Bros.)

JOS. C. MAURRAY,
Bay St. Louis, Miss.

FOOTBALL SCHEDULES HOLD INTEREST OF MISSISSIPPIANS

Football fans in Mississippi will see the "Big Four"—Mississippi A. & M., University of Mississippi, Millsaps and Mississippi College in 15 games during the coming season, according to schedules announced from the four state schools.

At last year, the A. & M.-Louisiana State game at Jackson, Saturday, October 22, closing day of the state fair, will probably draw the largest gate of the season, although the Ole Miss-Loyola, of Chicago, and Mississippi College-Millsaps games, both at Jackson, as well as the University-A. & M. contest at Oxford, will prove big drawing cards.

Games the Mississippi football follower will see are:

October 1—Birmingham Southern-A. & M. at Starkville.

October 7—Hendrix-Ole Miss at Oxford.

October 8—Howard College-Millsaps, at Jackson; Louisiana Polytechnic A. & M. at Starkville.

October 15—Clarke Memorial-Millsaps, at Jackson.

October 21—Millsaps-Mississippi College, Jackson.

October 22—Louisiana State-A. & M. at Jackson.

November 4—Birmingham Southern-Millsaps, Jackson.

November 5—L. S. U.-Ole Miss, at Oxford.

November 11—Loyola of Chicago-Ole Miss at Jackson.

November 18—Millsaps-A. & M. at Starkville.

November 24—A. & M.-Ole Miss, at Oxford.

Detailed schedules of the individual schools are:

Ole Miss.

University of Mississippi has not yet arranged September practice game, but Coach H. C. Evans is expected to secure one in order that the Mighty Mississippians may not go into their game with Tulane at New Orleans October 1, without previous competition.

Hendrix, of Arkansas, will be the first home game for Ole Miss, the tilt coming October 7, one week before the Red and Blue machine invade the camp of the Tennessee Vols at Knoxville, October 15.

Southwestern at Memphis, October 22, is a repeat of the game last year when the Mississippi team caught a tough assignment, and the game with Sewanee at Memphis the following week, October 29, will likely prove as tough.

Returning the game played in Baton Rouge last season, Louisiana State Tigers will journey to Oxford November 5, for a contest, and the next week will find the University clan again on the road, coming to Jackson to meet Loyola, of Chicago, on Armistice Day. This game was played at Oxford last season.

Coach Haze will give his team a week's rest before the annual grid classic of Mississippi, the Ole Miss-A. & M. game, scheduled this season for Oxford, following the game at A. & M. last season.

A. & M. College.

A. & M. has the same dose as Ole Miss, with five S. I. A. teams and three association opponents. One of the latter, Birmingham Southern will invade Aggieland October 1, to

open the season, and another, Louisiana Tech will repeat the dose in Starkville October 8.

The conference season for the Aggies will be the annual game with Tulane at New Orleans, October 15, to be followed by the Louisiana State fair at the state fair in Jackson, October 22.

The grueling test of the Aggie's mettle will come October 29, when the Maroons journey to Tuscaloosa to face the Crimson Tide of Alabama on the tide's home field. After an off-week, during which it is planned to play a varsity-freshman game, the Aggies will face Auburn at Birmingham, November 12.

Millsaps, last of the S. I. A. opponents, will be used as a preparatory scrimmage on November 18, preceding the classic with University of Mississippi at Oxford, November 24, Thanksgiving.

Millsaps College.

Millsaps will need strong reserves to fill her heavy schedule in the opinion of experts, and point to the two opening contests as proof.

University of Alabama, three times Southern champion, will take on Millsaps September 24, at Tuscaloosa, and on the following Saturday, October 22, the Majors will oppose Centenary College, S. I. A. A. champions at Tuscaloosa.

October 29—Louisiana State-A. & M. at Jackson.

November 5—Loyola of Chicago-Ole Miss at Jackson.

November 12—Millsaps-A. & M. at Starkville.

November 24—A. & M.-Ole Miss, at Oxford.

The first home game of the Majors will be the annual contest with Howard College in Jackson, October 8, Clarke Memorial Junior college will appetize the Purple Wave on October 15 at Jackson, before the annual struggle with Mississippi College, scheduled for October 21, Friday of the state fair week, at Jackson.

The Majors will go to Jackson, Tenn., November 29 to repay the visit of Union University here last year, and on the fourth of November will return to meet Birmingham Southern college again on local soil.

The next week the Majors will take to the road again, playing Southwestern Louisiana Institute at Lafayette, La., and will have a struggle with the Mississippi Aggies at Starkville, November 18, before closing the season with Southwestern Presbyterian at Memphis Thanksgiving day.

Mississippi College.

Coach George Bohlin at Clinton has out heavy teams off his schedule, and will play eight S. I. A. A. teams, with no non-association games on the list for the season.

Union University of Jackson, Tenn., will open the season with a tilt on Provine Field, Clinton, October 1, October 8 is open, as yet, but the date will likely be closed with a practice opponent.

Louisiana College, at Pineville, is listed for October 15, after which the Choctaws will invade Jackson for the yearly state fair game with Millsaps College, traditional rivals.

Howard College will come to Clinton November 5 to return the game at Birmingham last season, while the Choctaws will hop to Birmingham Armistice Day to repay Birmingham Southern for her trip to Clinton last year.

The home schedule of the Clintonites will close November 19 with a game with Southwestern of Louisiana, who entertained the Indians at Lafayette, La., last season, the final contest for the Choctaws will be with Southern College at Lakeland, Florida, Thanksgiving Day.

BUICK for 1928

When Buick improves upon Buick—the standard for the year is set

Buick for 1928 introduces a higher standard of beauty and luxury than the world has ever known. Buick interiors are as modish as exquisite drawing-rooms—as harmoniously colored—and as comfortable. Buick's new Fisher bodies are low-slung without any loss of head-room or road-clearance.

And so, down to the smallest detail of construction, wherever refinements could be made, Buick has made them. Again Buick has improved upon Buick. Again the standard for the year is set.

BUICK MOTOR COMPANY FLINT, MICHIGAN

Division of General Motors Corporation

Sedans \$1195 to \$1995

Coupe \$1195 to \$1850

Sport Models \$1195 to \$1525

All prices are f. o. b. Flint, Michigan, and are subject to change. Buick is the world's best motor car, it is available.



BUICK

1928

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The Standard Echo

ANNOUNCEMENTS OF CANDIDATES FOR COM. FORM OF GOVERNMENT

PRIMARY ELECTION, NOV. 1927.

For Mayor:
G. Y. BlaizeLeon B. Capdepone
Capt. Chas. TraubFor Commissioner:
(Two to Be Elected)Sylvan J. Ladner
Ferdinand H. Egloff

NOTICE OF PRIMARY ELECTION FOR OFFICER OF THE BAY ST. LOUIS, MISSISSIPPI.

Notice is hereby given to all qualified electors of the City of Bay St. Louis that the Democratic Executive Committee has ordered and will cause to be held a democratic primary election in the City of Bay St. Louis for the election of the two commissioners to be elected for the change of form of government of the City of Bay St. Louis, Mississippi.

The first primary to be held within legal hours will be held by law on

SATURDAY, NOVEMBER 19TH, 1927.

The second primary will be held, if one is necessary, on

SUNDAY, NOVEMBER 20TH, 1927.

Said primary election to be held at the City Hall in the manner provided for by law.

This the 7th day of September, 1927.

W. L. BOURGEOIS, Chairman,

J. L. NORMAN, Secretary,

Democratic Executive Committee of the City of Bay St. Louis, Mississippi.

NOTICE TO CANDIDATES.

Notice is hereby given to all persons desiring to become candidates in the Democratic Primary Election to be held in the City of Bay St. Louis that the name of the candidate will be filed with the Chairman, Secretary or any member of the Executive Committee on or before

OCTOBER 19TH, 1927.

The second primary to be held in the Democratic Primary Election ordered by the Democratic Executive Committee of the City of Bay St. Louis to be held on

SATURDAY, NOVEMBER 19TH, 1927, AND

SUNDAY, NOVEMBER 20TH, 1927, for the offices of Mayor, Commissioner and two Commissioners of the City of Bay St. Louis to be provided for the change of form of government of the City of Bay St. Louis, Mississippi.

Notice is hereby given to all candidates that the names of their candidates not filed with the Executive Committee on or before

OCTOBER 19TH, 1927, will not be printed on the election ballot.

This the 7th day of November, 1927.

W. L. BOURGEOIS, Chairman,

J. L. NORMAN, Secretary,

Democratic Executive Committee of the City of Bay St. Louis, Mississippi.

CITY ECHOES.

—Our flowers are as fresh as the morning dew, our service is at your command—Lorraine's Flower Shop, Phone 234. Pass Christian, Miss.

—Have you a sick friend or relative at the hospital or home? See it with Flowers. Lorraine's Flower Shop, Phone 234. Pass Christian, Miss.

—Mr. Cyril Glover has resigned his position at Logtown and taken another in New Orleans, where he will spend the winter, visiting home for the week-ends. His absence will be felt in circles of the popular younger set.

—Mr. and Mrs. J. Holzer, residing in Carroll avenue, have returned from an auto trip to Memphis, Tenn., in which city they visited friends. The party report the best of roads and that the trip to and fro was one of much interest and pleasure.

—Mrs. P. Jenks spent the week-end in New Orleans, visiting at the home of her son and daughter-in-law, Mr. and Mrs. John Jenks, and their interesting children. Well known there Mrs. Jenks also visited quite a number of friends while in the Crescent City.

—Friends of Mr. and Mrs. Leo W. Seal will learn with interest of the continued improvement of their relatives. Mr. and Mrs. O. E. Schupp, who were victims of an automobile accident on the Old Spanish Trail week before last, in which they sustained serious and painful injuries.

—Lorraine and Donna May Quintini, charming and accomplished young misses, have returned from a week's visit to friends in New Orleans, preparatory to resuming their studies at St. Joseph Academy. Their week's stay was one of uninterrupted pleasure.

—The little son of Mrs. Carmichael, recently bitten by a dog afflicted with rabies, after taking the serum and all precautionary measures, shows no ill effect and is up and active. This will be pleasant news to the many friends of the family.

—H. G. Perkins, not to be daunted by fire, already has material on the ground preparatory to repairing the damage by the fire of Saturday. For the present he is located in the Liberty Oil Company's building, in that part of Front street. Grady says he is doing "business as usual." He is to be commended.

—Bro. Edmund, former vice president of St. Stanislaus college, has assumed the duties of his new post at Menard Memorial college, Alexandria, La. A most popular figure around the local college, he will be generally missed not only by faculty and student body but by the townspeople as well.

—Messrs. Roland and Cassidy, proprietors of the Atlas Drug Store, have a special advertisement, including a card of thanks, in this issue of The Echo, voicing their gratefulness. For the present they will remain doing business in their present location, opposite A. & G. theater, where they have an entirely new stock for presentation filling.

—Mr. and Mrs. George R. Rea returned home Monday afternoon from an auto trip to Wesson, Miss., where they spent the week-end visiting under the parental roof of former parents, Mr. and Mrs. J. S. Rea, and were accompanied by their niece, Miss Elizabeth, a charming young woman, now to Bay St. Louis the last few days. On their return home they visited friends at Tykertown.

The interesting announcement comes from New Orleans to the effect that Mr. and Mrs. G. P. Green, of 2135 General Beauregard Street, had a visitation from a son of Senator Herbert M. Lehman, the New York Senator, and his wife, Mrs. Lehman, who are now in New Orleans.

Classified Ads

WANTED

Cook and house girl, white or colored, house and room, \$15.00 per week. Apply Mrs. Smith, phone 108, Waveland.

FOR SALE

Antique Bed, two bureaus, mirror, etc. Mrs. H. S. Renah, phone 111.

FOR SALE

Ford in good condition, cheap. Richardson 276-B.

FOR SALE

Furniture, including bed, dresser, etc. Richardson 276-B.

FOR RENT

One room, \$10.00 per month. Richardson 276-B.

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